

## ABSTRACT

A method for drying a printing ink (114) on a printing substrate (14) in a printing press (40), one printing ink (114) having one color pigment being used to print on the printing substrate (14) at one position (18) of a path (16) along which the printing substrate is conveyed through the printing press (40), and, at a chronologically later point in time, at one further position (116) of the path (16), the printing substrate (14) being illuminated with light (12) from a laser light source (10) having a wavelength of between 350 nm and 700 nm, the wavelength being resonant to an absorption wavelength of the color pigment of the printing ink (114). A print unit (30) for implementing the method is described which has a laser light source (10) which emits light (12) of a wavelength of between 350 nm and 700 nm.